1   SYSTEM AND METHOD FOR EXTRACTING DEMOGRAPHIC INFORMATION

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3   ABSTRACT OF THE DISCLOSURE

4   A system and method for extracting demographic information from a contact

5   is disclosed. The method discloses: initiating a dialog between a contact and a call

6   handling system; selecting a set of demographic characteristics; assigning a set of

7   acoustic confidence scores; assigning a set of substantive confidence scores;

8   combining the acoustic and substantive confidence scores; and tailoring information

9   presented to the contact using the set of combined confidence scores. The system

10   discloses: an Interactive Voice Response module for initiating a dialog between a

11   contact and a call handling system, and selecting a set of demographic characteristics;

12   an acoustic classifier for assigning a set of acoustic confidence scores; a substantive

13   classifier for assigning a set of substantive confidence scores; and a data combiner for

14   combining the acoustic and substantive confidence scores. The Interactive Voice

15   Response module also tailors information presented to the contact using the set of

16   combined confidence scores.